

What is Claimed:

- 1 1. A system for demonstrating the effects of a polarized lens on
2 reducing glare, the system comprising:
 - 3 (a) a multi-layered light reflecting substrate comprised of:
4 a visual indicia layer; and
5 a film layer which partially reflects single-axis polarized
6 light and which partially transmits randomly polarized light, said film
7 layer disposed adjacent said visual indicia layer; and
8 (b) a polarized lens between said multi-layered light reflecting
9 substrate and a viewer of said visual indicia.
- 1 2. The system of claim 1 used at a point of retail sale to demonstrate
2 to potential buyers of polarized glasses the effect of the polarized glasses on reducing
3 glare.
- 1 3. The system of claim 1 wherein said visual indicia layer is a
2 photograph.
- 1 4. The system of claim 1 wherein the lens is a pair of polarized
2 sunglasses.
- 1 5. The system of claim 1 wherein the single-axis polarized light is
2 horizontally polarized.
- 1 6. The system of claim 5 wherein the polarized lens has a vertical axis
2 of polarization.
- 1 7. A method of demonstrating the effects of a polarized lens on
2 reducing glare, the method comprising the steps of:

3 (a) disposing a film layer which partially reflects single-axis polarized
4 light and which partially transmits randomly polarized light adjacent a visual indicia
5 layer; and

6 (b) placing a polarized lens between the film layer and a viewer of said
7 visual indicia.

1 8. The method of claim 7 wherein said disposing step and said
2 placing step occur at a point of retail sale to demonstrate to potential buyers of polarized
3 glasses the effect of the polarized glasses on reducing glare.

1 9. The method of claim 7 wherein said visual indicia layer is a
2 photograph.

1 10. The method of claim 7 wherein the film layer which partially
2 reflects single-axis polarized light reflects horizontally polarized light.

1 11. The method of claim 10 wherein the polarized lens has a vertical
2 axis of polarization.

1 12. A method of demonstrating the effects of a polarized lens on
2 reducing glare, the method comprising the steps of:

3 (a) disposing a film layer which partially reflects single-axis polarized
4 light and which partially transmits randomly polarized light adjacent a visual indicia
5 layer;

6 (b) allowing someone to view the visual indicia layer without a
7 polarized lens in place between the film layer and the viewer; and

8 (c) placing a polarized lens between the film layer and the viewer of
9 the visual indicia to demonstrate to potential buyers of polarized glasses the effect of the
10 polarized glasses on reducing glare.

1 13. The method of claim 12 wherein said visual indicia layer is a
2 photograph.

1 14. The method of claim 12 wherein the film layer which partially
2 reflects single-axis polarized light reflects horizontally polarized light.

1 15. The method of claim 14 wherein the polarized lens has a vertical
2 axis of polarization.